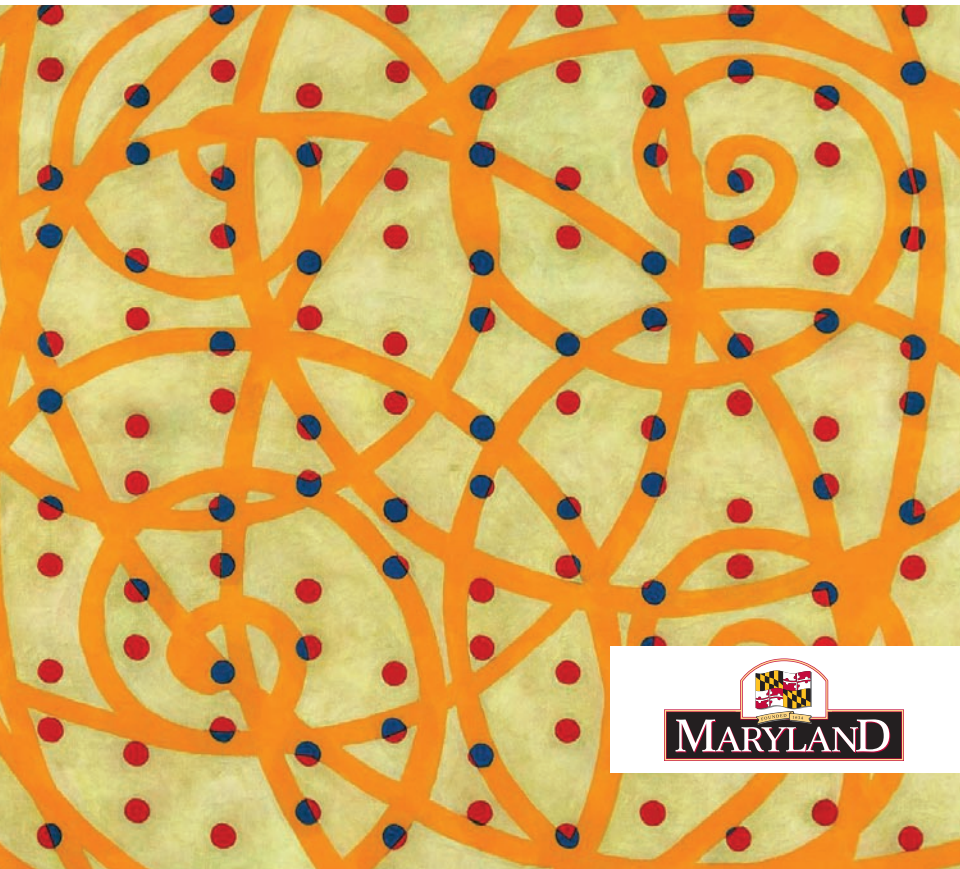


**Maryland Statewide
Survey of the Arts**

**ASSESSING THE VALUE
OF CREATIVITY IN
OUR LIVES**





Introduction

STATEWIDE SURVEY OF THE ARTS IN MARYLAND

In 2008, the Maryland State Arts Council launched a comprehensive strategic planning process—*Imagine Maryland*—to strengthen and elevate the Arts as a vital and vibrant asset of the State’s quality of life. To better learn how people connect to and value the Arts, the Maryland Department of Business & Economic Development commissioned a public survey—the first of its kind ever conducted in the state.

We have long recognized that many Marylanders hold a deep appreciation of and involvement with the Arts. Now, thanks to the *Statewide Survey of the Arts*, we know for the first time just how connected we are to the Arts.

What we learned from this inaugural survey is essential to understanding the role of the Arts in people’s lives and livelihoods. For the first time, we have independent, statistically significant data illustrating that Marylanders universally value the Arts and are actively creating art at home, school and work.

We also know that Marylanders are active participants in the Arts—nine out of 10 attended a musical performance, live theater, art festival or gallery this past year. And, Marylanders strongly support the Arts through charitable donations, encouraging others to pursue their art or purchasing handcrafted items.

Whether aspiring creator, seasoned artist, thoughtful observer or weekend hobbyist, it is clear that Marylanders are tuned in and turned on to their own creative energy and to the Arts in their communities. These findings make it clear that imagination nurtures our spirit, elevates our humanity and deepens our connections to our world.

Executive Summary

The Maryland State Arts Council commissioned OpinionWorks to conduct a representative survey of Maryland citizens to explore the public’s connection with, and the value they place on, the Arts.

This survey produces a picture of a public in Maryland that is unusually engaged with the Arts. Nearly seven in ten Marylanders say the Arts touch their lives. (See Figure A.) In fact, nearly one-quarter of Marylanders consider themselves to be either active or aspiring artists themselves.

When a series of creative pursuits are tested—such as drawing or painting, singing or playing an instrument, working on crafts, knitting or sewing, and other similar activities—it turns out that 84% of Marylanders are actively creating or performing either professionally or in their spare time.

Marylanders actively observe and appreciate art, with nine out of ten attending or viewing a performance or exhibition in the past year. Three-quarters of the public have actively encouraged someone they know to pursue their interest in art.

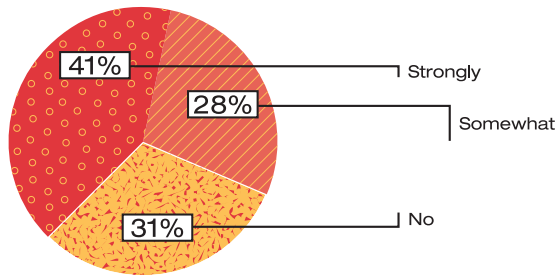
Marylanders strongly believe art should be a core curriculum item in school, and an overwhelming majority want the state and its local communities involved in encouraging art and creativity. They give high ratings to the quality and range of artistic offerings in the state, and only want the Arts to be more accessible and affordable for them.

Detailed results for the survey follow.

Most Marylanders feel the Arts touch their lives. Sixty-nine percent feel they are either somewhat or very important.

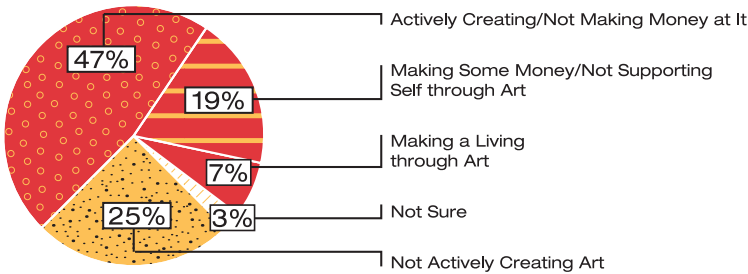
Marylanders are actively involved with the Arts.
First and foremost, this is a state filled with active creators of art.

A. TOUCHING MARYLANDERS' LIVES



- 84% of Marylanders are actively creating art, either professionally or in their spare time.
- One-quarter of Marylanders (23%) consider themselves to be either active or aspiring artists, in other words “engaged in some way as a creator or performer of art, music, dance, theater, film, writing, or something similar.” (See Figure B.)
- About one-quarter of those are making some or all of their living through art.

B. MARYLANDERS CREATING ART



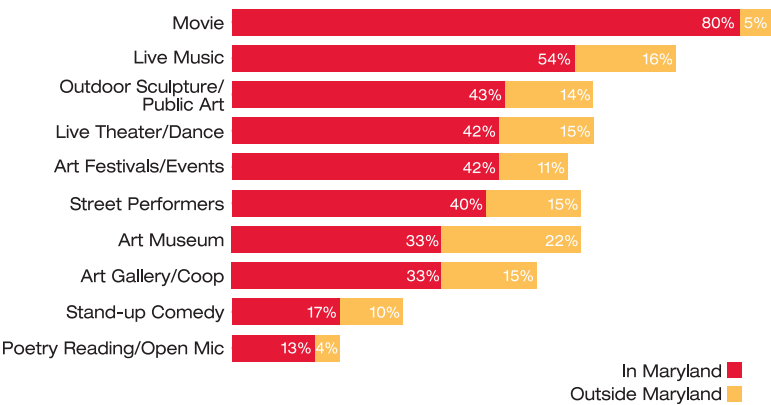
- But when the 77% of Marylanders who do not consider themselves artists are asked about activities in their spare time, it turns out that a large majority of them are drawing, painting, taking photographs as a hobby, working on crafts, dancing or singing, working with textiles, writing creatively, woodworking, making jewelry or pottery, or participating in community theater or re-enactments. (See Figure C.)
- In addition, 29% of workers who do not consider themselves artists employ a creative discipline in their jobs.

Marylanders are active in their appreciation of art and support it through their actions.

C. SPARE TIME SPENT IN ARTISTIC PURSUITS (among nonartists)

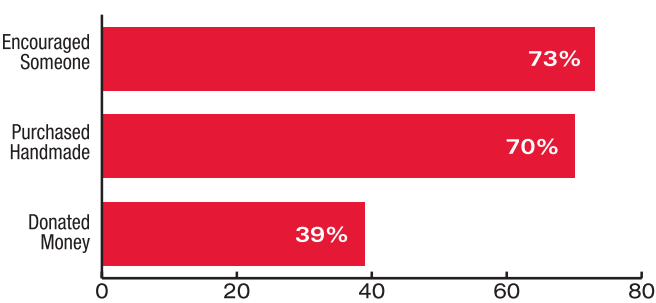
Instrumental Music	28%
Vocal Music	21%
Fine Art/Painting/Drawing	14%
Writing	12%
Performance/Theater	11%
Performance/Dance	10%
Photography	6%
Weaving/Sewing/Knitting/Quilting/Textiles	4%
Filmmaking	4%

D. MARYLANDERS OBSERVING ART



- Marylanders are active observers of art, with 89% having attended live musical performances, live theater or dance, art festivals or events, museums, galleries and the like over the past year. Most of these art forms are being experienced within Maryland. (See Figure D.)
- Marylanders support the Arts. Three-quarters (73%) of Marylanders have encouraged someone they know to pursue their interest in creating or performing art; and 70% have purchased something handmade by an artist or craftsman. (See Figure E.)

E. MARYLANDERS SUPPORTING THE ARTS

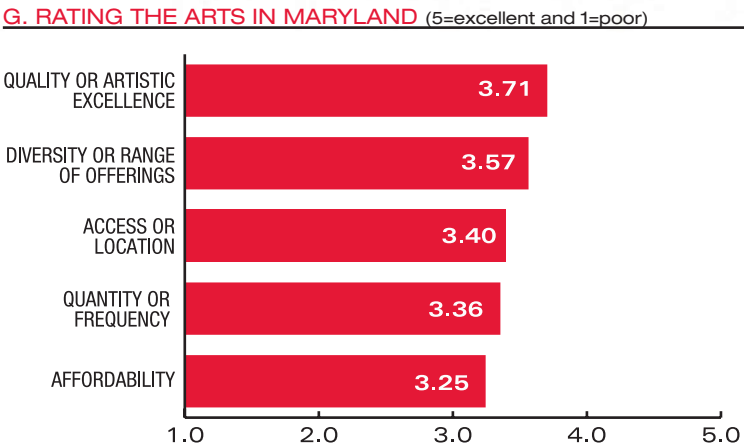


Maryland’s citizens value art and creativity. They strongly believe that artistic expression opens the world for children and makes Maryland a better place to live.

F. VALUING THE ARTS (agreement with statements)	Totally Agree	Strongly Agree
Encouraging our children to imagine and be creative will help them in other ways in life.	97%	86%
The State of Maryland and its local communities should encourage art and creativity.	95%	73%
I am glad just to know there are some leading arts institutions in our state, even if I can't always attend them.	92%	65%
Schools should provide more exposure to the Arts for our young people.	91%	70%
Art should be taught in every grade level of our schools, along with math, science, social studies and other core subjects.	91%	68%
I would like Maryland to be known as a place where artists can be successful.	91%	61%
A vibrant arts community makes Maryland a better place to live.	90%	57%
My life is made more interesting by the Arts.	81%	50%
Artistic expression keeps me in touch with my cultural identity.	63%	31%
As a destination for the Arts, Baltimore is just as good as Washington or Philadelphia.	62%	28%

- There is a strong consensus in Maryland that art should be a core part of our school curricula. Ninety-one percent (91%) of Marylanders believe that “schools should provide more exposure to the Arts for our young people,” and 97% know that “encouraging our children to imagine and be creative will help them in other ways in life.”
- Ninety-five percent (95%) of the public sees a role for the State of Maryland and local communities in encouraging art. Specifically, they want a greater emphasis on arts curricula in the schools, more funding for the Arts, and public subsidies to make arts events free or low cost for the public.
- Nine out of ten citizens (91%) want Maryland to be known as a place where artists can be successful, and about the same number (90%) believe that a vibrant arts community makes Maryland a better place to live.
- Nearly two-thirds of Marylanders (63%) say “artistic expression keeps me in touch with my cultural identity,” a number that reaches 80% both among the state’s African-American and Hispanic residents.

Marylanders give high ratings to the quality and range of artistic offerings available in the state, but they would like the Arts to be more accessible and affordable for them.



- Nearly six in ten Marylanders rate the quality of artistic expression in the state as excellent or very good, translating to an average rating of 3.71 on a 5-point scale.
- One-half give the same high ratings to the range of artistic offerings available here, which equates to a 3.57 rating.
- Marylanders give slightly lower ratings to the accessibility of art in terms of location and frequency. The affordability of the Arts in Maryland rated the lowest.
- Besides cost, Marylanders say their lack of time is the biggest reason they do not attend more arts-related activities in their local area. There is strong interest in more arts activity in local communities throughout the state.

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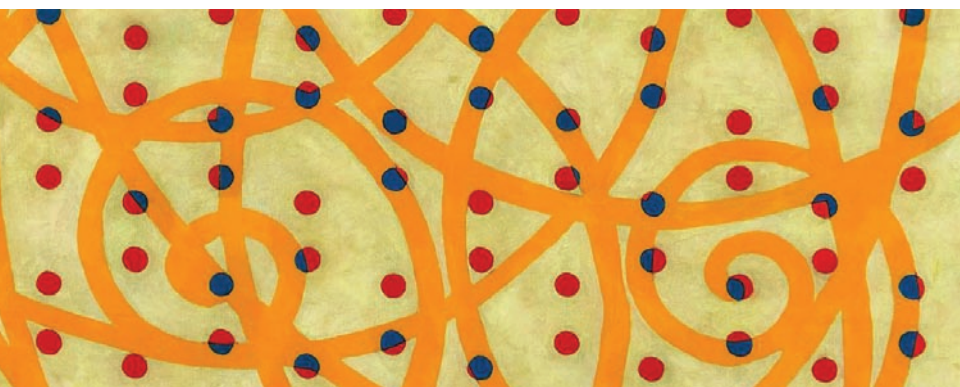
MARYLAND STATE ARTS COUNCIL & IMAGINE MARYLAND

The Maryland State Arts Council, an agency of the Maryland Department of Business & Economic Development, Division of Tourism, Film and the Arts, was founded in 1967. The Arts Council encourages and invests in the advancement of the Arts for all Marylanders by supporting artists and arts organizations and ensuring access to the Arts for all citizens. As part of its core mission, the Arts Council launched in 2008 Imagine Maryland, a broad-based planning initiative to strategically seek avenues to strengthen the creative community and to elevate the Arts as an integral asset for economic development, education and quality of life.

ABOUT OPINIONWORKS

OpinionWorks is a full-service opinion research organization based in Annapolis, Maryland. Founded in 2001, their roots are in studying public opinion in the Baltimore/Washington region. Today they serve a variety of national clients, regional organizations and public sector agencies across North America and in the U.K.

OpinionWorks polls for *The Baltimore Sun*, and numbers among its clients the Chesapeake Bay Trust, the Metropolitan Washington Council of Governments, the transit systems in New York and Washington, Lutheran World Relief, The Wilderness Society, the Office of the Mayor of New York, and the Florida Courts System.



HOW THIS RESEARCH WAS CONDUCTED

OpinionWorks conducted a telephone survey of 805 randomly selected Maryland adults September 3–9, 2008. According to customary statistical standards, this state-wide sample produces a margin of error of no more than $\pm 3.5\%$ at a 95% confidence level. This means that, 95 percent of the time, the “true” figure would fall within that range if every adult resident of Maryland had been interviewed. Final results were weighted to reflect the underlying demographics of the state for race/ethnicity, geography and age, according to the latest Census Bureau estimates.



DEPARTMENT OF BUSINESS AND ECONOMIC DEVELOPMENT
www.choosemaryland.org

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